

A large, solid orange banner with a diagonal cut on the right side, containing the title text in white.

2026 PRINEVILLE ECONOMIC PROFILE

A scenic photograph of a river winding through a valley. The river is dark blue and reflects the sky. The banks are covered in dense green pine trees. In the background, there are rugged, rocky hills with sparse vegetation. In the bottom left corner, a white pickup truck and a white SUV are parked on a paved area.

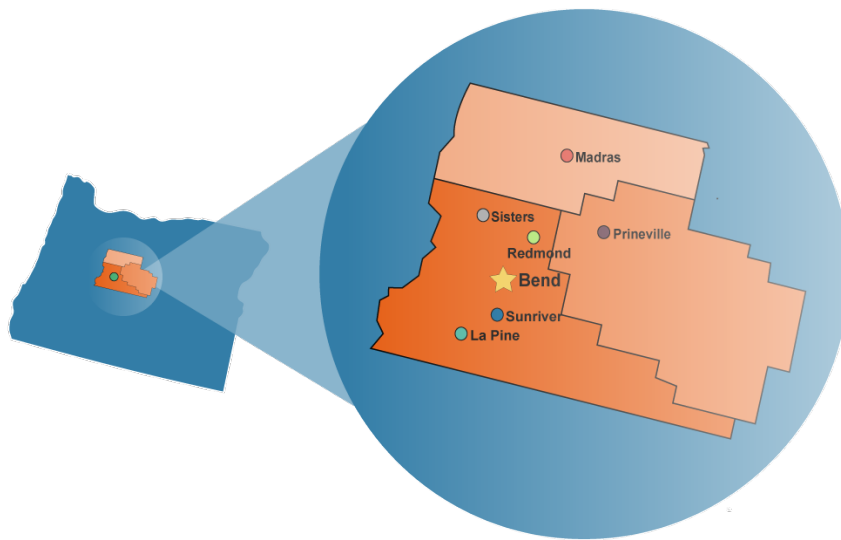
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PRINEVILLE OVERVIEW

Prineville, Oregon is quickly emerging as a dynamic hub in Central Oregon, attracting attention for its blend of small-town charm and forward-looking growth. Nestled in a scenic high desert valley, Prineville offers access to abundant outdoor recreation, including hiking, biking, fishing, and camping, making it an attractive destination for families, adventure seekers and remote workers alike.

Long known for its roots in timber and agriculture, Prineville has evolved into a modern economic engine powered by data centers, advanced manufacturing and logistics. Home to major Meta and Apple campuses, Prineville plays a pivotal role in the digital economy while maintaining its strong sense of community and heritage. Its strategic location, access to affordable land, and pro-business climate have made it one of Oregon's fastest-growing communities for industrial development.

Whether you're a business owner, investor, or outdoor enthusiast, Prineville offers a rare mix of opportunity, livability and natural beauty that makes it more than just a place to visit, it's a place to build a future.



ECONOMIC DIVERSITY

As part of the Central Oregon region ranked #4 on the Milken Institute's 2026 Best Performing Small Cities Report, Prineville benefits from regional momentum while carving out a unique identity. Crook County has experienced significant growth, with the population increasing by approximately 9% and the workforce by 12%. In 2022 Prineville was ranked the 9th Most Dynamic Micropolitan by Heartland Forward out of 536 U.S. cities based on economic performance indicators. Even more remarkably, Crook County wages have surged, achieving the highest growth rate in the state with an

astonishing increase of over 80% in the past five years, and the second highest average county wages overall, behind only Washington County, as reported by the U.S. Census Bureau.

The city supports a growing entrepreneurial scene, aided by efforts from EDCO and local leadership to foster business development and workforce training. With infrastructure investments and a spirit of innovation, Prineville is well-positioned for continued expansion in natural products, building products, high-technology, renewable energy, aviation/aerospace, and advanced manufacturing.

COMMUNITY & BUSINESS ASSETS

EDUCATION

Prineville enjoys the advantage of being close to a robust and growing education sector, featuring institutions such as Oregon State University-Cascades and Central Oregon Community College, which has a campus right in the community. Additionally, a vital partnership with Baker Technical Institute (BTI) provides advanced vocational training and heavy equipment certifications locally.

Crook County School District currently offers nine Career Technical Education (CTE) pathways, including Agriculture Science, Business, Culinary Arts, Construction, Graphic Design/Media, Health Science, Manufacturing, Natural Resources, and Robotics/Computer Science. The mission in offering CTE programs is for students to pursue career pathways in high-demand, high-skill, high-wage jobs. The presence of internship programs and strong industry partnerships enhances the local talent pipeline, providing businesses with access to highly skilled professionals.

GEOGRAPHIC ACCESSIBILITY

An expanding regional airport, located 30 minutes from downtown Prineville, provides convenient daily direct flights to 10 destinations, enhancing connectivity for both business and leisure travelers. To meet the region's rising demand, the Redmond Municipal Airport has begun a major terminal expansion anticipated to complete in early 2028.

Prineville's location near the intersection of key state highways allows for easy and scenic drives to the Willamette Valley, the Oregon Coast, Portland, Boise and Seattle.

QUALITY OF LIFE

Beyond its affordability and business-friendly atmosphere, Prineville offers a wealth of outdoor amenities that make it an attractive place to live and work. Through the newly launched 'Explore Prineville' initiative by the



Prineville-Crook County Chamber of Commerce, the city is inviting visitors to discover rural outdoor adventures and immerse themselves in authentic cultural experiences.

Award-winning Brasada Ranch captures national attention as one of Oregon's most celebrated resort destinations. The Prineville Reservoir, Oregon's first International Dark Sky Association Park, is perfect for boating, fishing, and stargazing. Meanwhile, the Crooked River is ideal for fishing and kayaking, and Ochoco National Forest boasts hiking and mountain biking trails.

Population: **28,094**
(2025 estimates from [PSU Population Research Center](#))

Regional Labor Force: **142,794**
(2025 estimates from [Oregon Prospector](#))

Median Household Income: **\$83,321**
(2025 estimates from [Oregon Prospector](#))

RESOURCES

- [Carl Riccadonna, Oregon Office of Economic Analysis](#)
- [Beacon Appraisal Group, Beacon Report and Market Overview](#)
- [Compass Points Commercial and Industrial Market Report](#)
- [Central Oregon Economic Indicators \(OED\)](#)
- [Statewide Economic Data](#)
- [Redmond Airport Flight Statistics](#)
- [City of Prineville Permit Center Portal](#)
- [Crook County Permits](#)

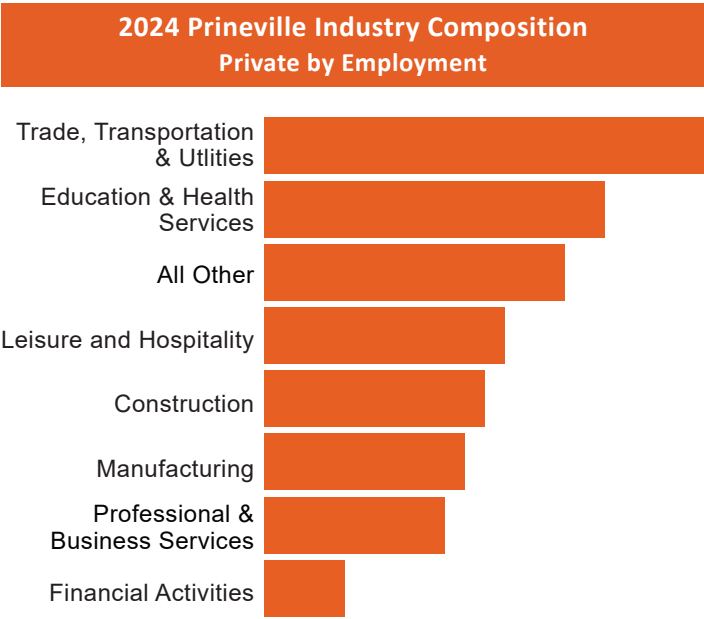
Central Oregon (Crook, Deschutes, and Jefferson counties) stands out as the region's employment powerhouse, driving most of the employment growth seen in the East Cascades. The sub-region is projected to grow the fastest, with an 8.6% increase that will add nearly 9,900 new nonfarm jobs by 2033.

[- 2023-2033 Industry Projections in the East Cascades.](#)
[Oregon Employment Department](#)

AWARDS AND ACCOLADES



TOP EMPLOYERS



Source: Oregon Employment Department Geocoded 2024 QCEW

The Bend-Redmond MSA's robust labor market is a key factor in its continued success, with five-year job growth ranking 14th and five-year wage growth placing fifth among small cities.

Rank		2026 Crook County Largest Employers (Private and Public)	Employees	
2026	2025		2026	2025
1	1	Meta Platforms - Facebook Data Center	600	600
2	2	Crook County School District	552	556
3	3	Les Schwab	447	458
4	4	Brasada Ranch	305	280
5	6	St. Charles Health System	240	236
6	7	Crook County	216	229
7	8	Ochoco National Forest	149	141
8	NL	Bureau of Land Management (BLM)	110	NL
9	9	City of Prineville	104	107
10	10	Western Heavy Haul & SMAF Construction	77	97
T-11	13	Erickson's Thriftway	65	62
T-11	12	McDonald's	65	64
13	11	Fontana Wood Products	61	65
14	NL	Lexington Manufacturing	53	NL
15	T-14	Bright Wood Corporation	46	46
16	16	Grocery Outlet	44	44
17	17	Mosaic Medical	43	42
18	T-14	Ray's Food Place	41	46
19	T-19	Buckstop Truckware	40	35
20	T-22	Bi-Mart	39	38

NL = Not Listed | T = Tied

ECONOMIC FOUNDATION